

AOT In Action - Issue 276 - August 20, 2009



We-ko-pa Golf Course, Ft. McDowell

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## Message from Director Sherry Henry

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Good morning,

We're thrilled to announce that [Madden Media](#) has been awarded the contract to fulfill many of our crucial marketing pieces, including the 2010 Official State Visitor's Guide.

Madden Media, who employs more than 80 people in Phoenix and Tucson, was chosen through a competitive nationwide process. The company has an extraordinary amount of experience in creating visitor's guides and is eager to apply it to our marketing material. We couldn't be more pleased with the opportunity to work with this group and look forward to building a lasting partnership.

For more information, please read the **AOT News** section below.

Have a great week!

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### AOT News

#### Arizona's Official State Visitor's Guide Contract Awarded to Madden Media

The Arizona Office of Tourism (AOT) has announced that [Madden Media](#), a Tucson-based media company, has been awarded the contract to produce AOT's 2010 Official State Visitor's Guide (OSVG). The contract was awarded to Madden Media on Friday, July 31. Madden Media employs 81 Arizona workers in Phoenix and Tucson. Production costs for the guide will be supported through advertising sales.

The OSVG is a useful source of information designed to be the leading resource for visitors planning to visit the Grand Canyon State. The magazine-styled guide offers abundant

information on a wide variety of Arizona travel experiences such as hotel accommodations, golf courses, spas, events, RV parks, outdoor adventure opportunities, top events and much more. The OSVG also gives insight into Arizona's vibrant culture, rich heritage and dynamic history. In addition, as part of the OSVG contract, Madden Media will generate additional key 2010 collateral for AOT, such as the agency's Professional Travel Planner's Guide and monthly electronic newsletters.

Accompanying the OSVG will be a detailed State Map that includes valuable travel and tourist information, including a detailed listing of campgrounds and recreational areas, information on the state's Native American lands, a listing of Arizona's designated Scenic Roads and travel tips for each region of the state.

The 2010 OSVG is complimentary and expected to be completed by the first quarter of 2010.

For more information on these marketing pieces, contact Robin Jackalone, Fulfillment Manager at the Arizona Office of Tourism at 602-364-3712 or via e-mail at [rjackalone@azot.gov](mailto:rjackalone@azot.gov).

For more information on OSVG advertising opportunities, contact Becky Wright, General Manager at Madden Media at 480-946-4499 ext. 18 or via e-mail at [bwright@maddenmedia.com](mailto:bwright@maddenmedia.com).

#### **New Updates to AOT's Research Web site!**

The following items have been updated in the Research and Statistics section of AOT's business-to-business Web site [www.azot.gov](http://www.azot.gov).

- [Lodging Performance June 2009](#)
- [Lodging Performance June 2009 \(by County\)](#)
- [Lodging Performance 2nd Quarter](#)
- [Lodging Performance 2nd Quarter \(by County\)](#)
- [Gross Sales and Taxes May 2009](#)
- [State Park Visitation June 2009](#)

For additional information or questions, please contact Melissa Elkins, Research Manager, at 602-364-3716 or via e-mail at [melkins@azot.gov](mailto:melkins@azot.gov).

#### **Don't Forget to Keep Posting Your Summer Travel Deals!**

AOT, in partnership with the Arizona Hotel & Lodging Association and statewide industry partners, launched our new summer campaign which will run through September. The campaign will showcase the amazing summer travel deals found throughout Arizona. If you want your travel deal promoted, this is your chance! Upload your travel deals and packages to the Travel Deals section of [www.azot.gov](http://www.azot.gov). There is no charge to list a package on the Travel Deals section.

If you are experiencing issues with uploading your travel deals or have any questions about the process, please contact Johnny Muongpack at 602-364-3710 or via e-mail at [amuongpack@azot.gov](mailto:amuongpack@azot.gov).

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#### **AOT Events**

##### **Sign up for the 12th Annual Arizona Showcase in Hermosillo!**

The Arizona Office of Tourism will hold the 12th Annual Arizona Showcase October 8, 2009 in Hermosillo, Sonora, Mexico. This event promotes fall and holiday shopping, attractions and accommodations throughout the State. The highlight event will be a charity fashion show with local models - specifically targeting high income families and individuals with a strong propensity to travel. The cost to participate varies from \$900 - \$2,500 depending on type of supplier and

level of participation, plus travel expenses. The deadline to participate is September 1, 2009. Please contact Kristy Swanson at 602-364-3696 or via e-mail at [kswanson@azot.gov](mailto:kswanson@azot.gov).

### Upcoming Events & Activities

#### **Mexico Sales Mission**

Dates: August 31 - September 4

Location: Morelia, San Luis Potosi, Aguascalientes and Zacatecas

#### **Allegiant Airlines Sales Mission**

Date: September 7-11

Location: Bend, Eugene and Medford, Oregon

#### **New York Media Marketplace**

Date: September 10

Location: New York, New York

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### Industry News

#### **Sponsor Travel Writer Conference in Scottsdale**

For the sixth year, the Scottsdale Convention & Visitors Bureau and Arizona Office of Tourism will host the Travel Classics West writers' conference. >> [Read Full Article](#)

#### **Senate Approves "Pass ID" Bill**

The Senate's Homeland Security Committee has approved legislation that would establish federal security standards for drivers' licenses and identification cards, a move lauded by the travel community because it replaces legislation that would likely have interrupted air travel by U.S. citizens had it not been preempted. >> [Read Full Article](#)

#### **B&B Industry Thriving Despite Economy**

The biannual Industry Study of Innkeeping Operations and Finance released by the Professional Association of Innkeepers International shows that occupancy rates, room rates, room prices and revenue continue a steady climb for the nation's bed and breakfast businesses. >> [Read Full Article](#)

#### **Survey: Global Business Travel Study**

The National Business Travel Association (NBTA) and Egencia have released a sample of findings from a study that quantifies global business travel spending and projects business travel growth through 2013. >> [Read Full Article](#)

#### **Survey: Shifting Accommodation Preferences**

The current economic environment is apparently influencing consumers' interest in certain types of lodging accommodations as revealed in the just-released Ypartnership/Yankelovich 2009 National Travel Monitor. Compared to last year, preference for independently operated hotels and resorts is up, while preference for chain-affiliated properties is declining. >> [Read Full Article](#)

#### **Filling Rooms At Any Cost Is Not The Answer**

This week's news that Starwood Hotels & Resorts is slashing rates by up to 50 percent at nearly 600 of its global properties has put the many challenges facing hoteliers into a stark realization. >> [Read Full Article](#)

**Study: Mobile Tech to Impact Travel Industry**

Recent ComScore data reveals that across the US, UK, Germany, France, Italy and Spain, there were almost 7 million mobile browsers that accessed remote services or information related to travel, a significant shift given that only a few years ago this number would have been very close to zero. >> [Read Full Article](#)

**Luxury Hotel Chains Make a Play For Business Travelers**

The drop in business and group travel because of the recession has dealt a body blow to airlines and hotels reports the Los Angeles Times. >> [Read Full Article](#)

**OTTI to Launch Supplemental Airport Survey Program**

The Commerce Department has announced the launch of its Supplemental Airport Survey Program, which aims to develop a public/private partnership with airports and/or convention and visitor bureaus to survey additional international travelers on a monthly basis to improve airport-specific and destination data collection. >> [Read Full Article](#)

**US Travel Industry Bracing for Swine Flu**

With flu season nearing, the U.S. travel industry is holding its breath in hopes the swine flu virus will be minimal. >> [Read Full Article](#)

**Senate Says Travel Promotion Act on Fall Agenda**

The U.S. Travel Association applauded Senate Majority Leader Harry Reid, D-Nev., and Minority Leader Mitch McConnell, R- Ky., for their leadership and agreement to move the Travel Promotion Act as the first order of business following the Senate's August recess. >> [Read Full Article](#)

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**Calendar of Events**

Visit [www.ArizonaGuide.com](http://www.ArizonaGuide.com) to find information on all the exciting events, festivals and activities held throughout the Grand Canyon State!

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